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HOW ARE THE CHILDREN – 2003

First 5 Shasta Releases State of Children and Families Report

Redding, Calif.----- Are the children of Shasta County well cared for? Are they physically healthy? Ready for school? First 5 Shasta has released *How Are the Children – 2003*, a report that provides insights into the current state of young children, ages 0-to-5, and their families in Shasta County. Report topics include physical and social health, school readiness, child care, breastfeeding, workplace support for families, and quality of life and recreation. To learn more about the report or to request a copy, interested parties can call 530-229-8300.

How Are the Children – 2003 combines the findings of First 5 Shasta's 2001 and 2002 research efforts with data from other related resources. The content reveals what has been learned from parents, kindergarten teachers, child care providers and from studying existing data pertaining to children. This report is intended to be a helpful resource to policy makers, health and human service professionals, educators, business leaders and grant writers. It will serve also as a tool for First 5 Shasta in assuring its Strategic Plan remains attentive to the community.

“With the publication of this report, First 5 Shasta aims to stimulate serious contemplation of the state of children and families in Shasta County,” said Muffy Berryhill, First 5 Shasta's executive director. “How are the children? When we truly can say without hesitation, ‘the children are well...yes, all the children are well,’ we will know that a healthy, productive future awaits Shasta County.”

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As the county Prop 10 Commission, First 5 Shasta is responsible for the careful investment of Proposition 10 tobacco tax revenues in Shasta County. The topics presented in *How Are the Children – 2003* examine key areas that First 5 Shasta must consider when committing funds to projects and activities that ultimately benefit children. Proposition 10 was enacted by California voters in November 1998, creating the *California Children and Families* program. Prop 10 revenues are generated from a state tax on tobacco products to fund the expansion and development of programs for children in the prenatal stage to five years of age. Shasta County receives approximately \$1.8 million annually in Prop 10 revenues.

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